

CINCINNATI REDS™

News Release

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Reds partner with LOC Enterprises

CINCINNATI (June 6, 2017) — The Cincinnati Reds have partnered with Cincinnati-based LOC Enterprises, LLC to bring fans a new way to save on Reds tickets and at other local businesses.

LOC Enterprises' LOC Card® is a universal loyalty card that allows consumers to manage all their loyalty and rewards programs from a single user dashboard or mobile app.

Anyone who signs up for the LOC Card can receive two FREE Reds tickets to an upcoming game. Plus, as a LOC Card member, you'll receive special offers for other games throughout the season.

"The Reds welcome the chance to be part of LOC's launch into the marketplace," said Phil Castellini, Reds Chief Operating Officer. "Cincinnati is a hotbed for entrepreneurial technology and LOC's intelligence around loyalty and engagement is exactly the kind of innovation consumers and merchants need."

As part of the Reds and LOC partnership, your free tickets will be delivered through the MLB.com Ballpark app. You can easily manage your tickets digitally, scanning them right from your smartphone at the game.

"Consumers are refusing to enroll in merchant engagement programs because of privacy concerns, cumbersome signup processes, spam email and no space to carry additional cards," said Jack J. Kenamer, president of LOC Enterprises, LLC. "The LOC Card addresses all of these concerns that prevent consumers from engaging with merchants in the first place, thus promoting a deeper engagement experience."

Sign up for the LOC Card today at LOCcard.com or download the LOC Card mobile app from the Apple App Store or Google Play.

Fans can also register at the LOC Card kiosk at Great American Ball Park on the Terrace Level near Section 129 or visit reds.com/LOC for more information.

About LOC Enterprises, LLC

LOC Enterprises, LLC, based in Cincinnati, OH with offices in Bedford, NH, and Wichita, KS, is the parent company of the LOC Card Solution®, providing the most effective, cost efficient, privacy protected, independent way to connect consumers with merchants' rewards and loyalty programs. LOC Enterprises' management team consists of industry veterans from HP, Motorola, major retailers, and proven entrepreneurs in the fields of technology, start-up development, marketing, and retail, bringing extreme depth and experience to the new brand.

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